Express Mail No. EK170580463US

UV/192

DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

SYSTEM AND METHOD FOR METADATA-LINKED ADVERTISEMENTS

the specification of which

(check

[X] is attached hereto

one)

[] was filed on Application Serial No. and was amended on

as

(if applicable)

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I do not know and do not believe that the invention was ever patented or described in any printed publication in any country before my or our invention thereof or more than one year prior to this application.

I do not know and do not believe that the invention was in public use or on sale in the United States of America more than one year prior to this application.

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known by me to be material to patentability as defined in Title 37, Code of Federal Regulations, ' 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, '119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

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Prior Fore	ign Applicatio	on(s)					
						Prior Clair	
(Number)	(Country)	(Day/N	Month/Yea	ar File	(£	[] Yes	[] No
(Number)	(Country)	(Day/N	Month/Yea	ar File	1)	[] Yes	No No
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60/193 (Applicati	,948 on Serial No.)	-	March 31 (Filing D				
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(Applica (patented,	tion Serial No).)	(Filing	Date)	(Sta	atus)	

attorneys or agents to prosecute this application and transact all business in the United States Patent and Trademark Office connected therewith:
Jeffrey H. Ingerman, Esq. (Reg. No. 31,069);
Matthew T. Byrne, Esq. (Reg. No. 40,934);
Scott H. Kaliko, (Reg. No. 45,786); and
James A. Leiz, (Reg. No. 46,109).

As a named inventor, I hereby appoint the following

pending, abandoned)

Matthew T. Byrne

FISH & NEAVE

1251 Avenue of the Americas New York, New York 10020-1104

9187461988

Direct telephone calls to:

Matthew T. Byrne (212) 596-9000

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full	name	of	first	inventor	Sean	S.	Moore
------	------	----	-------	----------	------	----	-------

First Inventor's signature

3.28.01

Date

Residence 2624 East 14th Street, Tulsa, Oklahoma 74104

Citizenship <u>USA</u>

Post Office Address same

Full name of second joint inventor David Berezowski

Second Inventor's signature

Date

Residence 6706 South 91st East Avenue, Tulsa, Oklahoma 74133

Citizenship USA

Post Office Address same

Full name of third joint inventor Todd A. Walker

Third Inventor's signature

Date

Residence 11126 South 70th East Avenue, Bixby, Oklahoma 74008

Citizenship USA

Full name of fourth inventor Michael D. Ellis

Fourth Inventor's signature

Date

Residence 1300 Kingwood Place, Boulder, Colorado 80304

Citizenship <u>USA</u>

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Prior Fore	ign Applicati	on(s)	Prio Clai	rity med
(Number)	(Country)	(Day/Month/Year Filed)	[] Yes	[] No
(Number)	(Country)	(Day/Month/Year Filed)	[] Yes	[] No
T horoby a	laim the bene	File and a mild of the in-	.	

I hereby claim the benefit under Title 35, United States Code ' 119(e) of any United States provisional application(s) listed below.

60/193,948 March 31, 2000 (Application Serial No.) (Filing Date)

I hereby claim the benefit under Title 35, United States Code, '120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, '112, I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known by me to be material to patentability as defined in Title 37, Code of Federal Regulations, '1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

___(Application Serial No.) (Filing Date) (Status) (patented,

pending, abandoned)

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As a named inventor, I hereby appoint the following attorneys or agents to prosecute this application and transact all business in the United States Patent and Trademark Office connected therewith:

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Full name of first inventor Sean S. Moore First Inventor's signature Date Residence 2624 East 14th Street, Tulsa, Oklahoma 74104 Citizenship USA Post Office Address same

Full name of second joint inventor David Berezowski

Second Inventor's signature Land Borgansh 3-36 2001

Residence 6706 South 91st East Avenue, Tulsa, Oklahoma 74133

Citizenship USA

Post Office Address same

Full name of third joint inventor Todd A. Walker

Third Inventor's signature

Residence 11126 South 70th East Avenue, Bixby, Oklahoma 74008 Citizenship USA

Full name of fourth inventor Michael D. Ellis

Fourth Inventor's signature

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						Prior Clair	-
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(Number)	(Country)	(Day/	Month/Ye	ear File	ed)	[] Yes	[] No
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60/193 (Application	,948 on Serial No.)		March 3 (Filing	1, 2000 Date)	_		
code, 120 and, insofa this application Title 35, It of disclose all informations defined which becar application	I hereby claim the benefit under Title 35, United States Code, ' 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, ' 112, I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known by me to be material to patentability as defined in Title 37, Code of Federal Regulations, ' 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:						
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(pacencea,				pend	ing,	aband	oned)
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Full name of first inventor Sean S. Moore					
First Inventor's signature					
Residence <u>2624 East 14th Street</u> , Tulsa, Oklahoma 74104					
Citizenship <u>USA</u>					
Post Office Address <u>same</u>					
Full name of second joint inventor <u>David Berezowski</u>					
Second Inventor's signature					
Date Residence 6706 South Oldt Foot Account Tally Old I					
Residence 6706 South 91st East Avenue, Tulsa, Oklahoma 74133					
Citizenship <u>USA</u>					
Post Office Address <u>same</u>					

Third Inventor's signature

Date

Residence 11126 South 70th East Avenue, Bixby, Oklahoma 74008 Citizenship USA

Full name of third joint inventor <a>Todd A. Walker

Full name of fourth inventor Michael D. Ellis

Fourth Inventor's signature

Date 3-23-0/

Residence 1300 Kingwood Place, Boulder, Colorado 80304

Citizenship <u>USA</u>

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	Prior Fore	eign Application	on(s)				
					Prio Clai	rity med	
	(Number)	(Country)	(Day/Month/Yea	ar Filed)	[] Yes	[] No	
	(Number)	(Country)	(Day/Month/Yea	ar Filed)	[] Yes	[] No	
	Code ' 119	laim the benef (e) of any Uni n(s) listed be	Fit under Title ted States prov	35, Unit isional	ed Stat	es	
	60/193 (Applicati	,948 on Serial No.)	March 31 (Filing D	L, 2000 Date)			
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	attorneys of transact all	or agents to p ll business in Office connect		he follow pplication tes Pater	ving on and ot and		
			ngerman, Esq. (;	
		Scott H. Kal	yrne, Esq. (Reg iko, (Reg. No. z, (Reg. No. 46	45,786);	934); and		

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Third Inventor's signature Add 3-27-01
Date Residence <u>11126 South 70th East Avenue, Bixby, Oklahoma</u> 74008
Citizenship USA
Post Office Address <u>same</u>

Full name of fourth inventor Michael D. Ellis	
Fourth Inventor's signature	
Residence 1300 Kingwood Place, Boulder, Colorado 80304	Date
Citizenship USA	
Post Office Address same	